

METHOD AND SYSTEM FOR SIMULATING THE DISTRIBUTION OF
TARGETED ADVERTISING

ABSTRACT

The present invention provides an Internet based service that enables retailers to
5 create and distribute wireless promotions to customer groups based on specific profile
criteria. These promotions are distributed to all types of wireless and mobile devices, as well
as the Internet. This Internet service also has the ability to track the reception and acceptance
of the promotion from the end user, and providing the retailers with the ability to monitor the
promotion activity to determine if it has been received and executed. The present invention
10 provides a method, computer program and system for simulating the distribution of a
promotion that includes accessing target subscriber information for the promotion, selecting
one or more subscribers to receive the promotion based on the target subscriber information
and subscriber information associated with each subscriber, calculating one or more statistics
regarding the selected subscribers, and providing the one or more statistics to a user.